PHILIP MORRIS, U.S.A. INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: David Zelkowitz **DATE:** September 7, 1984

FROM: Barry J. O'Brien

SUBJECT: Generics file

As requested, attached is data on generic pricing , as well as promotional and incentive packages. Data on retail profitability of Century/Richland, Doral/Generic and branded cigarettes will be available next week.

If you have questions please call me.

BJO:amf

Barry O'Brien

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Source: https://www.industrydocuments.ucsf.edu/docs/syhm0004

AVERAGE RETAIL PACK PRICE (KINGS)

	GENERICS	BRANDED	DIFFERENCE
All Outlets	.78	1.02	.24
Supermarkets	.77	.99	.22
Convenience	.81	1.07	.26
Drug	.77	1.00	.23

AVERAGE RETAIL CARTON PRICE

	GENERICS	BRANDED	DIFFERENCE
All Outlets	6.65	8.72	2.07
Supermarkets	6.55	8.70	2.15
Convenience	6.83	8.74	1.91
Drug	6.69	8.71	2.02

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Source: https://www.industrydocuments.ucsf.edu/docs/syhm0004

*AVERAGE RETAIL PRICE FOR DORAL
WHERE GENERICS ARE AVAILABLE

(ALL OUTLETS)

	DORAL	GENERICS
PACK	.79	.78
CARTON	6.83	6.71

	CENTURY	RICHLAND
PACK	1.05	1.03
CARTON	8.52	8.53

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Source: https://www.industrydocuments.ucsf.edu/docs/syhm0004

DORAL VERSUS GENERIC SELL-IN OFFER

ITEM	DORAL	GENERICS
Packing	12M case	12M case
Product	Doral Kings Doral Kings Menthol Doral 100's Doral 100's Menthol	Generic Lts. King Generic Lts. Kings Menthol Generic Lts. 100's Generic Lts. 100's Menthol Generic ULT Generic ULT Menthol Generic ULT 100's Generic ULT 100's Menthol Generic KS NF Generic 70's NF
Tar	All packings 14 mgs.	Lights 13-14 mgs. Ultra Lights 5-6 mgs.
List Price	$18.75/M (Kings) $19.75/M (100's)	18.75/M (Kings) 19.75/M (100's)
Introductory Allocation	Determined by RJR	25 case minimum order 5 case minimum shipment (various contracts on private label)
Introductory Allowance	$9.60/case	None
Terms	3 1/4% 14 days 16 additional days on allocated quantities	2% 10 days 20 additional days on original order

Incentive Program

Cases/Qtr.	Allowance/ Case	Allowance/ Carton
0-99	$1.80	$ .03
100-199	3.00	.05
200-299	6.00	.10
300-399	7.20	.12
400-499	8.40	.14
500+	9.60	.16

Cases/Qtr.	Allowance/ Case	Allowance/ Carton
250+	$6.00	$ .10
500+	$7.80	$ .13

Advertising	Media support through newspapers "New Doral Challenges Low-Priced Brands"	Limited newspaper and magazine support

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Source: https://www.industrydocuments.ucsf.edu/docs/syhm0004

ITEM	DORAL	GENERICS
Promotion	Conducted by RJR sales force Displays P.O.S.	Conducted by distributor sales force - limited use of Liggett's sales personnel - Display - P.O.S.
Display	A) 30 Carton Floor Display 1. 2 shelves/cartons 2. 100 pack/top bin 3. Appears temporary B) PPCD - 102 carton 1. 4 shelves/cartons 2. 100 pack/top bin 3. Permanent? C) Savings Center - 90 Carton Floor Display 1. 3 shelves/cartons 2. 140 pack/top bin (can be expanded to additional 140 packs) 3. Permanent D) 40 Pack Counter Display 1. Temporary * Note: Minimal differences in size between B & C	A) 80 Carton Floor Display 1. 2 shelves 2. 200 pack top bin (approx.) 3. Permanent B) 20 Pack Counter Display
Returned Goods	No product return Policy rumored	Not accepted

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Source: https://www.industrydocuments.ucsf.edu/docs/syhm0004